



Reese P. Stanley
Key Account Manager

Sent Via Electronic Mail

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May 17, 1996

TO: ROU #1310 ROU #1210 ROU #2910
ROU #1710 ROU #2110
(Distribute to all personnel)

RE: F.A. Davis & Sons — Account #146880
MD-VA-NC Wholesalers (Davis/Baltimore) — Account #699713
MD-VA-NC Wholesalers (Davis/Ashland) — Account #699715

Ladies and Gentlemen:

Great News! Mr. Bill Kaiser, President, has approved utilization of Forsyth Accrual Fund to implement a **\$1.00 off invoice** promotion on all cartons of our Pilot Private Label through all (3) branches of F.A. Davis. Subject promotion will begin **Monday, May 27**, and continued through **July 31, 1996**.

Obviously, outlined promotion allows RJR another excellent opportunity to **grow** our Savings business, especially with areas serviced by branches formerly Eli Witt. In addition, with Region Manager approval, the Doral Share of Category Program allows another tool to further "bundle" RJR **total** Partners Program.

To assist you in your efforts to **introduce, expand** and **grow** your Pilot distribution, we have included the following:

- Prebook Forms for (3) Branches — Former Eli Witt locations have different Code Numbers from F.A. Davis.
- Flyer to utilize in your selling efforts at retail.

An **excellent** opportunity exists! Your assistance and follow-through to presenting and selling Pilot to all accounts serviced by Davis is greatly appreciated. . .

Sincerely,

Reese

R.P. Stanley
KAM - #2940

RPS:jk

cc: G.A. Young
J.R. Loftin, Jr.
P.E. Schmidt
M.A. Young

W.F. Tucker

KAM J.M. Birlin — Please ensure Ashland is prepared for orders - Thanks.

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